



## CELEBRATE MOM WITH A \$10,000 MARTINI AT DEL FRISCO'S DOUBLE EAGLE STEAK HOUSE

### Premier Boston steakhouse partners with Long's Jewelers and Stoli Elit to create a high-end Mother's Day gift

Boston, Massachusetts, May 08, 2017 (GLOBE NEWSWIRE) -- Del Frisco's Double Eagle Steak House, located in Boston's historical Liberty Wharf, has partnered with Long's Jewelers to offer an exclusive Mother's Day gift - **The \$10,000 Martini**.

This exclusive martini features *elit*<sup>®</sup> *pristine water series: Andean edition*, created by Stoli Group's ultra-luxury *elit*<sup>®</sup> Vodka, from Del Frisco's coveted collection of spirits, and an 8.5 carat, 14k white gold tennis bracelet from Long's Jewelers Signature Collection which retails for \$13,000.

Attracting affluent crowds on a regular basis, Del Frisco's and Long's Jewelers decided to bring their fine tastes together for an out-of-the-box Mother's Day experience. "We wanted to provide a unique gift that balanced Del Frisco's elegance with Long's Jewelers precision and beauty," says Anthony Valetta, Regional Manager of Del Frisco's Double Eagle Steak House. Valetta continued, "This partnership is the perfect collaboration to create lasting memories for our loyal patrons of Boston."

Bob Rottenberg, CEO of Long's Jewelers, said, "We are thrilled to partner with Del Frisco's in offering the \$10,000 Martini." Rottenberg continued, "Our beautifully crafted tennis bracelet, paired with their delicately crafted cocktail, will make for an unbelievably memorable holiday."

"We're honored that Del Frisco's chose the Elit Pristine water series: Andean edition from their vast selection as the vodka for this one-of-a-kind offering," added Lauren Ryan, Senior Brand Manager for Stoli Group USA. "The striking pairing of this cocktail and the gorgeous tennis bracelet from Long's Jewelers is a perfect marriage of artistry and sophistication for the most deserving of recipients - mothers."

The **\$10,000 Martini** is being offered on Mother's Day only and quantities are limited. Guests are required to order the \$10,000 Martini while making a reservation with Del Frisco's. To book a Mother's Day brunch or dinner reservation, please call 617-951-1368.

#### About Del Frisco's Double Eagle Steakhouse

*Del Frisco's Grille is owned by Del Frisco's Restaurant Group (NASDAQ: DFRG). Based in Southlake, Texas, near Dallas, Del Frisco's Restaurant Group is a collection of more than 40 restaurants located across the country, including Del Frisco's Grille, Del Frisco's Double Eagle Steak House, and Sullivan's Steakhouse. Del Frisco's Double Eagle Steak House serves up flawless cuisine that's bold and delicious, an extensive award-winning wine list and a level of service that reminds guests that they're the boss. Sullivan's Steakhouse is a great place for a big night out on the town - with outstanding food,*

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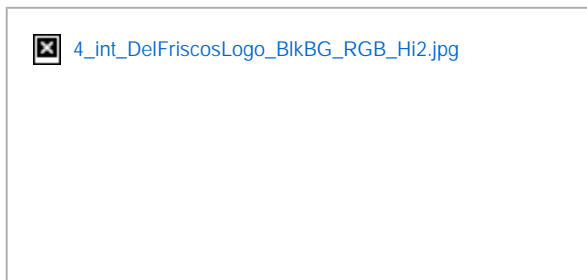
*hand-shaken martinis, an award-winning wine list, and live entertainment all under one roof. All of the restaurants create a seamless dining experience for savvy business and leisure travelers who regularly dine or entertain away from home.*

#### About Long's Jewelers

*Long's Jewelry located throughout Massachusetts has become the foundation of Boston's luxury jewelry and timepiece market. Long's Jewelers dedicates themselves to offering only the highest quality product and uncompromised services at the best possible value to all of their customers.*

#### About Stoli Group USA, LLC

*Stoli Group USA is the proud importer and marketer of the Stolichnaya® brand of premium vodkas and Stoli® Ginger Beer, ultra-premium elit® Vodka, Louisiana-distilled Bayou® Rum, Kentucky Owl® Bourbon founded in 1879, Achaval-Ferrer™ from Argentina, and Arinzano wines of Spain. Formed in 2013, Stoli Group USA is headquartered in New York City and is a subsidiary of [SPI Group](#) in Luxembourg.*



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#### Attachments:

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/e2f0b214-ffc5-47f2-86dc-476f0d111e19>

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